CLASSIFICATION OFFICE DECISION

Title of publication: The Secret Life Of Pets

Other known title(s): Not stated

OFLC ref: 1600855.000

Medium: Film

Distributor: Paramount Pictures International New Zealand

Director: Yarrow Cheney
Chris Renaud

Producer: Janet Healey
et al.

Country of origin: United States

Language: English

Applicant: Chief Censor

Classification:	Unrestricted: Parental guidance recommended for younger viewers.

Excisions: No excisions recommended

Descriptive note: Contains low level violence.

Display conditions: None

Date of entry in Register: 26 October 2016

Date of direction to issue a label: 26 October 2016

Date of notice of decision: 26 October 2016

	Components	**Running time**
Feature(s):	The Secret Life Of Pets	86:19
Total running time:		86:19

Summary of reasons for decision:

'The Secret Life of Pets' is an animated American feature film, produced by Illusion Entertainment, and aimed squarely at an audience of children. The film was originally rated G by the Australian Classification Board, and was accordingly cross-rated to a New Zealand G by the Film and Video

Labelling Body. The Chief Censor called the film in for classification due to public complaints that raised concerns that the level of violence and some dark themes were inappropriately strong for a G rating. The Classification Office has determined that the film's unrestricted availability is unlikely to be injurious to the public good. Scenes that depict violence such as hitting, punching, and kicking between the animals may be briefly frightening to younger viewers but are not likely to cause long-term harm. Some of the characters, particularly Tiberius and the snake, present elements of threat and mild horror. Emotionally charged scenes, including the death of Duke's owner, may cause distress to very young or sensitive children. While these elements are likely to have an impact on the viewer, they are limited in extent and degree and do not dominate or overwhelm the story. The happy ending and the use of positive moral themes mitigate the impact of the darker content. The Classification Office has classified the film Unrestricted PG, with a descriptive note for low level violence. This is consistent with the PG classification given to many other animated family features with similar levels of mild threat or violence, such as Antz, Flushed Away, Chicken Run, Shark Tale and Bolt. This allows more information to be available to parents when introducing their small children to entertainment at an age-appropriate level, than would otherwise be provided by a simple G. This classification does not limit the right to freedom of expression contained in the New Zealand Bill of Rights Act 1990.